

ADVERTISEMENT SELECTION CRITERIA DEBUGGING PROCESS

Abstract of the Disclosure

- 5 Advertisements placed on a Web page are placed according to selection
criteria relating to and describing the advertisement in terms of consumers to whom it
is directed. The debugging process and system overlays the selection criteria on the
advertisement to allow manual debugging of the criteria. By changing the selection
criteria assigned to an advertisement, a marketing person manually changes to whom
10 that advertisement is directed.

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